

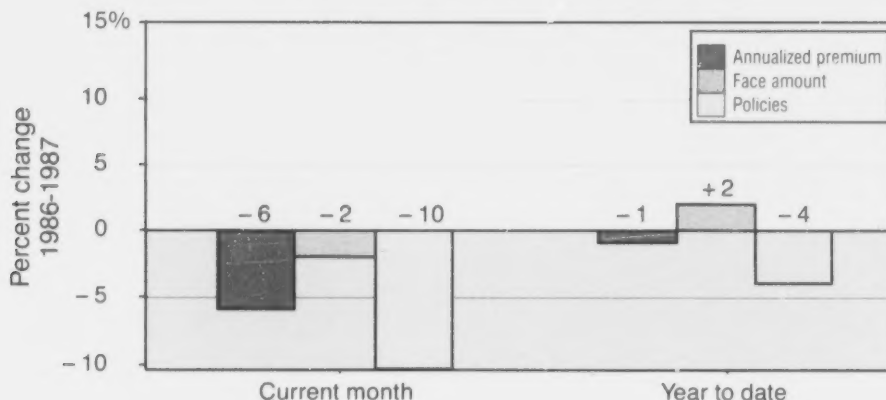


MONTHLY SURVEY OF LIFE INSURANCE SALES IN CANADA

9/17/87 A6225-2
I/R Code 47.40
May 1987

Growth Rates for 35 Companies

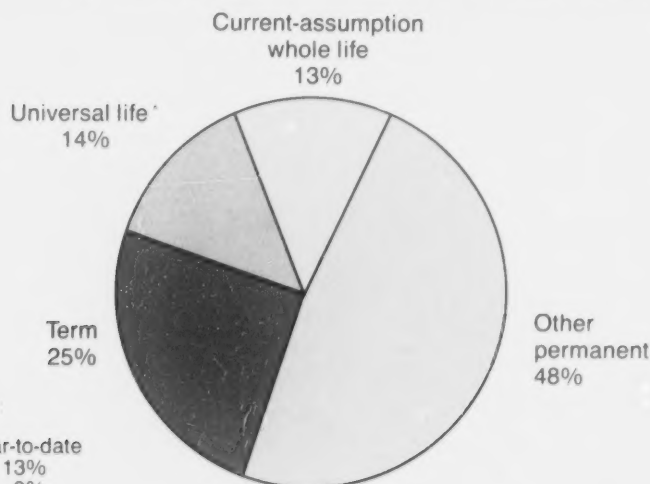
Comparisons with Last Year



Individual Products

Annualized Premium Market Share by Product

Year to Date – 19 Companies Representing 56 Percent of Contributors' Sales



*UL market share for 35 contributors:

	Month	Year-to-date
Annualized premium	12%	13%
Face amount	10%	9%
Number of policies	9%	9%

LIMRA
INTERNATIONAL

Profit from our research.

Individual Products (cont.)

Comparisons with Last Year

Ratio 1987/1986

		Annualized premiums	Face amount	Number of policies
Term (18 cos.)	Month	103%	106%	101%
	Year to date	111%	115%	110%
Universal life (17 cos.)	Month	110%	116%	113%
	Year to date	115%	109%	112%
Current-assumption whole life (8 cos.)	Month	92%	87%	104%
	Year to date	92%	88%	101%

Policy Characteristics by Product

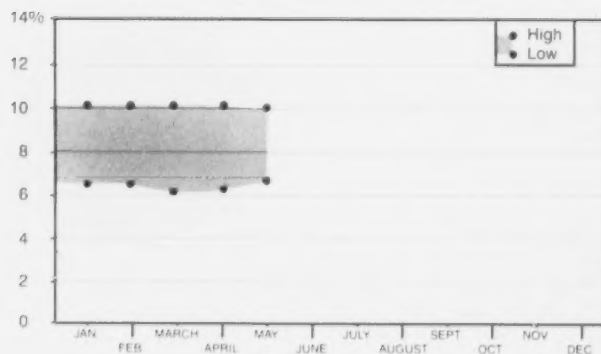
		Premium per \$1,000	Average size policy	Premium per policy
Term (18 cos.)	Month	\$3.28	\$136,137	\$447
	Year to date	\$3.34	\$137,034	\$457
	Year-to-date ratio	96%	105%	101%
Universal life (17 cos.)	Month	\$8.59	\$ 83,587	\$718
	Year to date	\$9.31	\$ 75,086	\$699
	Year-to-date ratio	106%	97%	102%
Current-assumption whole life (8 cos.)	Month	\$4.94	\$ 59,327	\$293
	Year to date	\$4.98	\$ 61,127	\$304
	Year-to-date ratio	104%	87%	90%
Total sales (35 cos.)	Month	\$6.78	\$ 76,055	\$516
	Year to date	\$6.88	\$ 75,109	\$517
	Year-to-date ratio	97%	106%	103%

Universal Life

Interest Rates This Month

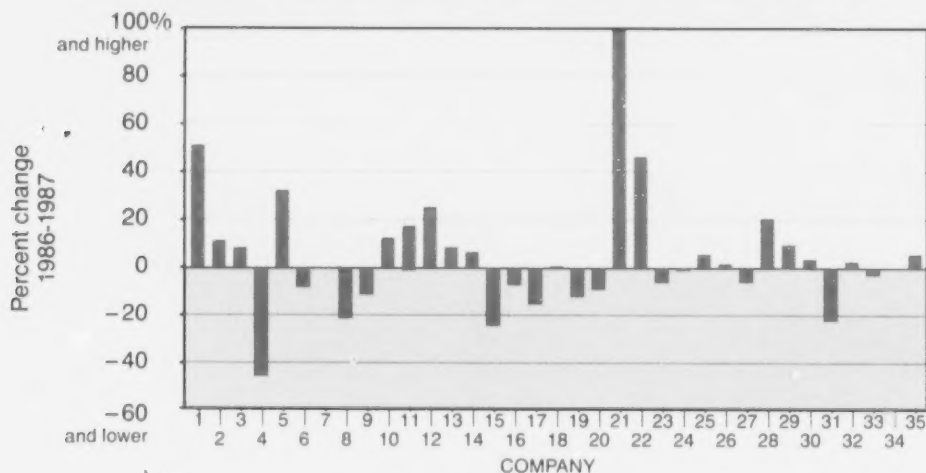
Median	8.8%
Number of cos. reporting rates	14
Number of plans reported	21
Number of new plans	1
Number of plans dropped	0
Number of plans showing ...	
No change	9
Increases	8
Average increase	0.4%
Decreases	3
Average decrease	0.8%

1987 Interest Rate Range



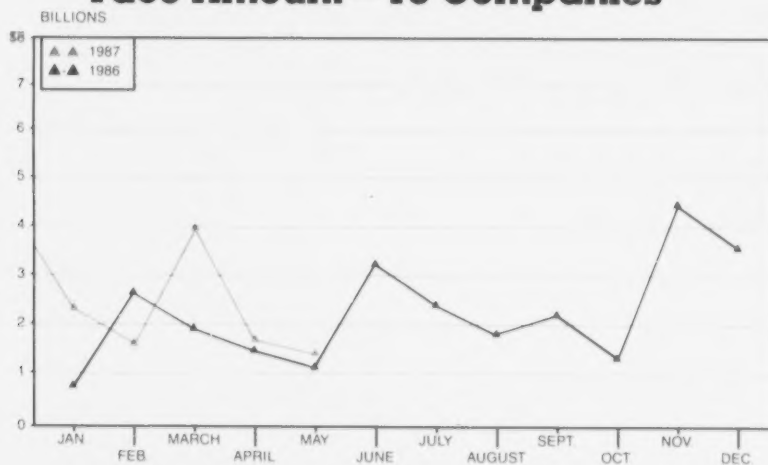
Growth Rates by Company

Annualized Premium Growth – Year to Date

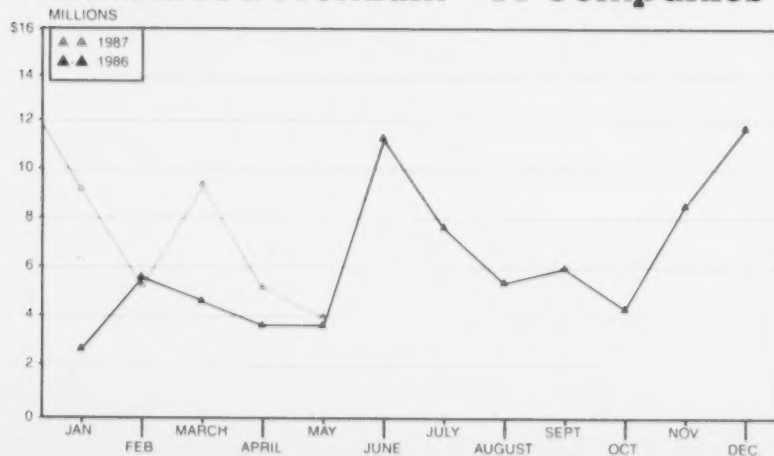


Group Sales

Face Amount – 15 Companies



Annualized Premium – 11 Companies



May Sales

	Annualized premium (000)		Face amount (000)		Number of policies	
	1986	1987	1986	1987	1986	1987
Ordinary						
Month	\$ 44,066	\$ 41,243	\$ 6,213,424	\$ 6,081,908	89,212	79,967
Year to date	\$196,975	\$194,441	\$27,678,989	\$28,256,687	390,541	376,208
Group						
Month	\$ 3,513	\$ 3,916	\$ 1,196,872	\$ 1,422,053	—	—
Year to date	\$ 20,181	\$ 32,458	\$ 8,193,228	\$10,873,215	—	—

About the Survey

This survey gives ordinary sales results of a group of companies that report three measures of sales performance—face amount (volume), annualized premiums, and number of policies. From these data, premium per \$1,000, average size policy, and premium per policy, as well as trends in those statistics, are derived. Sales results by product are also shown for a subset of the contributing companies.

The definition of new sales excludes revivals, indexed increases, dividend additions, reinsurance acquired, credit insurance (coverage of obligations not exceeding 120 months' duration), and products without insurance (such as annuities and Canadian pension bonds). The data include mass-marketed ordinary business.

The ordinary results are based on the experience of 35 companies plus six subsidiary companies operating in Canada. The contributors represent 78 percent of the 1985 Canadian ordinary volume sold. Since no industry data are available on total annualized new ordinary premiums, the proportion of total premiums represented by these companies cannot be determined. The business of these contrib-

utors may not represent the industry proportions of participating and nonparticipating policies and of term and permanent insurance sold; therefore, statistics (such as premium per \$1,000) derived from the experience of the contributors may not represent the experience of the industry as a whole.

The survey also provides group sales volume and annualized premiums under new or amended contracts. These results are based on the experience of 15 companies operating in Canada. The contributors represent 58 percent of the 1985 Canadian volume of new or amended group contracts.

Contact: Joy I. Hansen, project director
Darlene A. Schnittker
Michael D. Bourque
— Manpower and Market Research

**Life Insurance Marketing and
Research Association, Inc.**
P.O. Box 208, Hartford, Connecticut 06141

Contributors

Aetna Canada
Allstate Life of Canada
Assumption Mutual Life
Assurance-Vie Desjardins
Canada Life*
COLONIA Life†
Commercial Union Life of
Canada†
Confederation Life*
Co-operators Life
Crown Life†
Equitable Life of Canada
Financial Life of Canada†
Great-West Life*†
Imperial Life of Canada*
Industrielle-Alliance Vie*†
(includes North West Life
of Canada)
Knights of Columbus†

La Laurentienne
Laurier Life†
London Life*
Manufacturers Life†
Metropolitan Life*
(includes Metropolitan Life of
Canada)
Mutual Life of Canada*†
National Life of Canada*
New York Life*†
(includes New York Life
of Canada)
North American Life (Canada)
Prudential of England*†
(includes Prudential Life of
England)
Prudential of America*†
Royal Life (Canada)†
(includes Royal Life of Canada)

Seaboard Life
La Solidarite
State Farm Life†
Sun Life of Canada*†
Transamerica Occidental Life†
(includes Transamerica Life
of Canada)
L'Union-Vie†
Zurich Life of Canada†

*Company contributes both ordinary
and group data
Companies contributing group data
only: Aetna-Vie and La Sauvegarde
†Company is included in product
market share chart